



Foreign Agricultural Service

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## **European Union**

### **Trade Policy Monitoring**

## **EU Promotion Programs for Apples and Citrus 2001**

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#### **Report Highlights:**

**The European Commission recently adopted nine action programs to promote at the consumption of apples and citrus fruit in the EU.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Brussels USEU [BE2], E2

## EU Promotion programs for apples and citrus fruits

### Internal Market

The European Commission recently adopted nine action programs in eight member states to promote the consumption of apples and citrus fruits in the EU. The total cost of the promotional measures amounts to 8.32 million Euro of which 4.98 million (60%) is financed by the Commission.

### List of promotion programs for MY 2001/02:

Member State	Program submitted by	Total cost of program (100%)	EU Contribution (60%)
Belgium - fresh apples	EUROFRU	204,257	122,554
Denmark - fresh apples	Dansk Erhvervsfrugtavl	197,590	118,554
Germany - fresh apples	Deutsche Obst Werbung	255,646	153,388
Spain - fresh apples - citrus	CEF INTERCITRUS	166,871 3,100,598	100,123 1,860,359
France - fresh apples	PROMEUROP CTIFL	3,149,342	1,889,605
Italy - citrus	ASPAO	324,400	194,640
Austria - fresh apples	Agrarmarkt Austria	363,364	218,018
UK - fresh & processed apples	UK Apples & Pears	549,157	329,494
<b>TOTAL</b>		<b>8,311,225</b>	<b>4,986,735</b>

Source: European Commission

Promotional measures for apples and citrus fruits were regulated by Council Regulations 1195/90 and 1201/90. In December 2000, the Agriculture Council adopted framework Regulation 2826/2000 on information and promotion actions for agricultural products on the internal market, entering into force on January 1, 2001. The new regulation replaces the twelve existing schemes for various sectors, including the ones for apples and citrus, with one set of simplified rules covering all agricultural sectors. However, article 15(4) stipulates that the provisions of regulations 1195/90 and 1201/90 are to remain applicable to programs decided before the entry into force of a regulation implementing regulation 2826/2000. As an implementing regulation has not yet been adopted, the action programs for apples and citrus for the 2001/02 season were adopted under the provisions of regulations 1195/90 and 1201/90. The Commission's proposal for an implementing regulation, expected in October 2001, will probably be adopted in the first quarter of 2002.

Under the new framework regulation, the Commission provides 45 million Euro per year for the promotion of agricultural products. Promotion programs are co-financed by the Community (50%), trade organizations (30%) and the member states (20%). With this new regulation, the Commission took the same approach to promoting agricultural products on the EU market as for the promotion of products in non-EU countries. Action programs may not be based on a brand name or on a product's specific origin (except in the case of geographical designations). The selection of products and sectors will be based on criteria such as high quality, nutritional

values, food safety, labeling and traceability, animal welfare, environment-friendliness and the need to tackle specific or short-term difficulties in certain sectors.

### **Third countries**

Council Regulation 2702/1999 outlines the framework for promotional programs in third countries. It provides for public relation measures, promotion and advertizing, international trade shows, information campaigns on EU quality systems, studies of external markets and high-level trade visits. Products which may be covered by promotion measures in third countries include fresh and processed fruit and vegetables. The Commission will, with an annual budget of 15 million Euro, co-finance the promotion programs in the same proportions as for the internal market. Implementing regulation 2879/2000 provided for a first list of programs to be presented by the member states to the Commission by May 15, 2001 and approved by the Commission by September 30, 2001.

#### Sources:

- European Commission
- CIMO